



# PREMIER SALON

partnership program

Your Rewards. Your Way.



# EXCLUSIVE PREMIER PROGRAM

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YOUR REWARDS. YOUR WAY.

## How we outshine the competition

### Fixed Percentage For The Most Cash Back On Lotions And Lamps

#### **New Sunshine UV Lotion = 15%**

8% when logos are used on social media, salon materials and website

#### **Sunless Lotion = 20%**

8% when logos are used on social media, salon materials and website

#### **CT Sunless Solution = 25%**

8% when logos are used on social media, salon materials and website

- Competitors = 6-12%

### The Choice Is Yours To Fit Your Needs

Advertise? New Sunshine co-op pays the most towards your advertising. Don't advertise? That's okay, we have customizable options to fit your needs.

### Additional Lamp Benefits

Automatic **5%** cash back on New Sunshine branded Wolff Lamps for **ALL** programs.

\*Items subject to change

### We Pay Anything With A Logo

Allows YOU to customize to YOUR needs: business cards, client forms, shirts, EVEN Smart Tan certification, Sun Is Life certification, website expenses, postage... anything.

### Helios Hub: The Total Package

Automatically counts as advertising under Co-op, no action required.

### Product Knowledge & Sales

Online Training On Demand, Webinars and Regional Events along the way to make sure you're getting the most out of **your program**.

### Salon Goodies

Premier Welcome Kit when you sign up! Plus, surprise thank you gifts throughout the year, exclusive promos, event samples & more.

### Risk Free, Cancel Anytime

# BUSINESS RESOURCES & SUPPORT TOOLS

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## TRAINING WEBSITE

**TrainWithNewSunshine.com** is a comprehensive website developed for salon owners and employees. It features:

- New Sunshine product information
- Training on Demand videos. Including product features and sales tips for each product.
- Registration for monthly Webinars featuring product information
- Training classes and events near you
- Salon Event Form

## HOW TO REGISTER FOR SALON MARKETING & IMAGE WEBSITE

1. Go to **newsunshine.getbynder.com** (Internet Explorer Browser Not Supported).
2. Click "Register a new account."
3. Complete the form by entering the required information.
4. Once complete, click submit.
5. You will receive an email notifying you of the login information needed to access the site.

## AVAILABLE FOR DOWNLOAD ON THE SALON MARKETING & WEBSITE

- Logos, Bottle Images, Glamour/Model Images for Advertising
- Ads and Posters
- Product Videos
- Product Charts
- Sales Fact Sheets
- Social Media Collateral
- And More!

## AVAILABLE ON BRAND WEBSITES

- SDS Forms
- Email Sign Up for Product Deals
- Links to Social Media Sites

# TRAINING OPTIONS

Nobody understands leadership and innovation in the indoor tanning industry better than the Australian Gold®, California Tan®, Designer Skin® and Swedish Beauty® and JWOWW teams. These qualities extend to training and educating with a team of Sales Account Executives that are dedicated to helping increase salon profits.

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## 1. TRAINING ON DEMAND

A pre-recorded library of videos featuring products, sales skills and other educational videos.

- **Location:**  
**TrainWithNewSunshine.com**  
Available 24/7

- **Focus:** Product information, selling tools and more

### WHO CAN BENEFIT?

Salon Owners and Employees.  
Perfect for New Employees!

## 2. DISTRIBUTOR SEMINARS

Distributor Hosted Events with keynote speakers, new product introductions and education.

- **Location:**  
Distributor specified locations
- **Focus:** Connects salons with New Sunshine Sales Experts to gain knowledge about current products

### WHO CAN BENEFIT?

Salon Owners and Employees

## 3. LIVE WEBINARS

Interactive, online trainings.

- **Location:**  
Sign up for upcoming webinars or catch a recording of a previous webinar on **TrainWithNewSunshine.com** or **gotostage.com/channel/newsunshine**

- Our **gotostage.com/channel/newsunshine** channel is a comprehensive training library that offers a range of educational modules covering product knowledge, sales techniques, and much more! These resources are designed to equip and enhance your expertise to elevate your client consultations.

- Upon request webinars can also be customized and held privately for an individual salon or chain. If interested, please contact a New Sunshine Sales Account Executive or email **infoagi@australiangold.com**.

- **Focus:** Product information, selling tools and sales techniques

### WHO CAN BENEFIT?

Salon Owners and Employees

## 4. CALIFORNIA TAN SUNLESS® PROFESSIONAL TRAINING COURSE

Sunless certification and training courses are designed to educate salons on sunless solution and retail products. Courses discuss all aspects of sunless, from product to profit sunless can provide. Attendees leave with sunless certification, prizes and more!

- **Location:**

Select cities and Exclusive Salons with a minimum of 15 attendees per class

- **Register:** TrainWithNewSunshine.com
- For more information on sunless courses, visit **TrainWithNewSunshine.com** or contact **infoagi@australiangold.com**

### California Tan Sunless® offers three levels of Sunless Certification courses

- **Specialist Certification**

This certification can be obtained through an online training course available on **openlearning.com/courses/californiatansunless**. Upon passing this course, you will receive a digital certificate that can be printed and displayed in your salon.

- **Expert Certification**                      LIVE TRAINING
- **Master Certification**                      LIVE TRAINING

Typically, live training courses are hosted in-person at Exclusive CT Sunless Certification events or at distributor shows and regional events. To find an upcoming event, please contact a Sales Account Exec. Must be Specialist Certified before attending a live training.

### WHO CAN BENEFIT?

Salon Employees, Professional Spray Tan Artists and Salon Management!

## 5. EXCLUSIVE IN-PERSON NEW SUNSHINE TRAINING

For in-person private training sessions, please contact a New Sunshine Sales Account Exec or email **infoagi@australiangold.com**

For more information or to register for training, please visit **TrainWithNewSunshine.com**



### MOBILE MARKETING

Drive traffic now by sending targeted and timely messages directly to your customers.

### SOCIAL MEDIA MANAGER

Schedule posts and responses on Facebook and Twitter.

### SOCIAL MEDIA BUILDER

Easy to use Content Management System for quick changes and updates.

### EMAIL MARKETING

**TARGETED** - Messages to specific groups based on their behavior

**INTEGRATED** - Send triggered messages automatically. Just set it up and let it work!

For more information about our new sunshine marketing hub, please visit **Newsunshine Hub.com/get-in-touch**

# EXCLUSIVE PREMIER SALON PARTNERSHIP PROGRAM

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## THE POWER OF CHOICE FOR EXCLUSIVE SALONS

Exclusive Salons that sign a new three-year agreement starting November 1, 2025 through October 31, 2028 can choose their **REWARDS!**

## CO-OP CASH BACK PROGRAM

5% Cash Back on New Sunshine branded WOLFF LAMPS  
(Diamond, Sun, Velocity, Bronzing Sun and Dark Tan Lamps)

8% Cash Back on UV Lotion, Sunless Lotion and Sunless Solution Purchases for advertising on your website, email blasts and social media exclusively

15% Cash Back on UV Lotion Purchases with Qualified Advertising of New Sunshine Brands

- Tanning Lotions, Post-Session Care Products and Accessories qualify as purchases
- Ads must include New Sunshine Brands exclusively, with at least one New Sunshine Brand Logo, which must be at least 15% of total ad space
- **All logos/model images must be current.** Visit [newsunshine.getbynder.com](https://newsunshine.getbynder.com) to download images
- Social Media Advertising must be exclusive to New Sunshine brands.
- Must submit proof of advertising to qualify for reimbursement. To receive your full 15% co-op, you must submit documentation of enough eligible ad spend based on your lotion purchases with one sole distributor. The eligible rebate amount will be determined based on your verified distributor purchases. Cash back rewards will be issued solely based on the submitted and approved documentation.
- Ads must include one or more New Sunshine brand logo
- Lotion Purchases and Advertising Dates are November 1, 2024 through October 31, 2025.

20% Cash Back on Sunless Lotion Purchases with Qualified Advertising of New Sunshine Brands

25% Cash Back on Sunless Solution Purchases with Qualified Advertising of New Sunshine Brands

To redeem, salon will file a claim with New Sunshine, including the following paperwork:

- Copies of invoices or reports from Distributor showing date, invoice number, products purchased and purchase price
- If advertising, include the actual advertisement. No Proofs are accepted, no exceptions! All ads must feature at least one New Sunshine Brand Logo covering at least 15% of the total ad space. Include receipts for the ads being claimed and the date the ad appeared in public view or invoice date.
- Completed Co-op Advertising Claim Form, including the Salon Owner's signature and phone number for validation, and the salon's Federal Tax ID number



# EXCLUSIVE PREMIER SALON PARTNERSHIP PROGRAM

Australian Gold. CALIFORNIA TAN. DESIGNER SKIN. swedish beauty. jwanda

This agreement is valid from 11/01/2025 through 10/31/2028. The salon also agrees to choose one distributor, as indicated on this form, as its sale distributor. The salon will obtain their lotion sales report(s) from their chosen distributor. Only claims submitted from said distributor will qualify for Co-op funds as outlined in the Exclusive Salon Program.

Salon Name \_\_\_\_\_ Salon Phone No. \_\_\_\_\_
Owner Name \_\_\_\_\_ Owner Phone No. \_\_\_\_\_
Address \_\_\_\_\_ Salon Website \_\_\_\_\_
Email \_\_\_\_\_
Number of Salons \_\_\_\_\_ (must provide list of addresses/phone numbers for all locations)



## EXCLUSIVE PREMIER SALON CATEGORIES

By checking the box below the salon above agrees to feature, display, offer to sell, recommend, endorse or otherwise promote the New Sunshine family of brands as seen below in that category.

Check ONLY ONE Program Per Category to Participate

CATEGORY 1 [ ] 15% Cash Back on UV Lotion with Advertising OR [ ] 8% Cash Back on UV Lotion
CATEGORY 2 [ ] 20% Cash Back on Sunless Lotion with Advertising OR [ ] 8% Cash Back on Sunless Lotion
CATEGORY 3 [ ] 25% Cash Back on Sunless Lotion with Advertising OR [ ] 8% Cash Back on Sunless Solution
CATEGORY 4 [ ] 5% Cash Back on New Sunshine Branded WOLFF LAMPS

\*By signing below, I understand that I am agreeing to sell only New Sunshine branded Exclusive Premier Salon products based on the categories checked above.

All products are to be purchased through indicated distributor. Should the salon decide to change distributors at any time, it is required that New Sunshine, LLC be notified, in writing, of the reason for the change to the address below.

Salon Owner Signature \_\_\_\_\_
Date \_\_\_\_\_

Distributor \_\_\_\_\_

All distributor changes must be sent to:

New Sunshine, LLC
Customer Service
8001 Woodland Dr.
Indianapolis, IN 46278
infoagi@australiangold.com
800.633.0069

New Sunshine Executive Director of Sales



### For Internal Purpose Only: Distributor Confirmation

The undersigned Distributor has recommended \_\_\_\_\_ ("Salon") for membership in the Premier Salon Partnership Program. The Distributor confirms that the Salon qualifies as a "Customer" under the Distributionship Agreement between Distributor and New Sunshine, LLC and represents that all sales by Distributor to Salon will comply with the Terms of that Agreement.

Signature \_\_\_\_\_
Name \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_
Name \_\_\_\_\_ Date \_\_\_\_\_

New Sunshine, LLC reserves the right to change or cancel this program at any time.



# EXCLUSIVE PREMIER SALON CO-OP ADVERTISING CLAIM FORM

**Australian Gold.** CALIFORNIA TAN. DESIGNER SKIN. **swedish beauty.** **juwow**

Claim your rewards! Use this form to submit reimbursement of advertising costs. Please see complete guidelines for details.

Salon Name \_\_\_\_\_ Salon Phone No. \_\_\_\_\_

Owner Name \_\_\_\_\_ Owner Phone No. \_\_\_\_\_

Mailing Address for Check \_\_\_\_\_ Make Checks Payable to \_\_\_\_\_

\_\_\_\_\_ Federal Tax ID No. \_\_\_\_\_

Email \_\_\_\_\_ Number of Salons \_\_\_\_\_

Primary Distributor \_\_\_\_\_

**ARE YOU AN EXCLUSIVE UV TANNING SALON?**  YES  NO

**ARE YOU AN EXCLUSIVE SUNLESS RETAIL SALON?**  YES  NO

**ARE YOU AN EXCLUSIVE SUNLESS SOLUTION SALON?**  YES  NO

**ARE YOU A HELIOS HUB CUSTOMER?**  YES  NO

**IF YES, THEN PLEASE ATTACH A LIST OF ALL SALON ADDRESSES.** \*Invoices will automatically be included as advertiser with your claim

All claims must adhere to all New Sunshine, LLC Co-Op Guidelines. Please read these requirements carefully and include the following when sending in this form:

- Copies of invoices or qualifying reports from your distributor showing date, invoice number, product(s) purchased, purchase price and salon name.
- The actual exclusive advertisement(s) being claimed. No proofs are accepted. All ads submitted must feature one or more New Sunshine Brand Logo and comprise of at least 15% of the total ad space. To receive your full co-op, you must submit documentation of enough eligible ad spend based on your lotion purchases.
  - All logos/model images must be current
  - Salons that are enrolled in the 8% cash back program are not required to submit ads
- Receipt(s) for the ad(s) being claimed, showing date of ad(s) in public view between 11/1/24 to 10/31/25.

To ensure proper processing, please mail this completed form and all necessary paperwork listed to the address below. The deadline to claim your reimbursement is December 31, 2025. We cannot accept faxed or emailed claims. We recommend that you make copies of all your paperwork for your files and use a trackable shipping service such as UPS, Fed Ex or USPS Certified Mail. During the rebate period, please use your tracking number to confirm the delivery of your rebate claim. Inquiries regarding the receipt of submissions are not necessary.

**NEW SUNSHINE, LLC**  
ATTN: Customer Service  
8001 Woodland Drive  
Indianapolis, IN 46278  
**Phone: 888.865.5108**



\_\_\_\_\_  
Salon Owner Signature

\_\_\_\_\_  
Date

\*Certain retail purchases may not be eligible for a rebate. Please contact us directly to obtain the approved eligibility list.

**NEW SUNSHINE, LLC** reserves the right to verify any documentation and correct as necessary. All paperwork and advertisements before the property of **NEW SUNSHINE, LLC.**



**NewSunshineTanning.com**

NewSunshine.GetBynder.com

TrainWithNewSunshine.com

GoToStage.com/Channel/NewSunshine

YouTube.com/@NewSunshineTanning



@NewSunshineTanning



Scan for  
Digital Copy